



**FOR IMMEDIATE RELEASE**

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**Visualant subsidiary TransTech Systems Obtains Exclusive Department of Homeland Security Distribution Deal**

Seattle, WA. – March 22, 2011, Visualant, Inc. (OTCBB: VSUL), a pioneer provider of industry-leading color based identification and diagnostic solutions, an emerging leader in security and authentication systems technology and distributor of a wide variety of security solutions through its wholly-owned subsidiary, TransTech Systems, Inc., is pleased to announce that TransTech Systems has become the exclusive distributor to the US Federal Government of a new custom-developed proximity card programmer for use on their newly mandated identification cards.

This programmer will allow those agencies to program both 125 kHz and 13.56 MHz access control cards to match the current format in use at any particular facility, and will eliminate the expense for those agencies to have the cards individually programmed by the proximity chip manufacture prior to delivery. Agencies can now order standard card stock for all their facilities and not be required to purchase different formats for different locations as necessary prior to the development of this new device. As well, this offering will allow more flexibility in time and budget to the many agencies that are being forced to consider expensive upgrades to their existing access control systems in order to comply with the HSPD-12 presidential directive that all federal employees carry a specific type of access card, referred to as Personal Identity Verification ("PIV").

Jim Gingo, TransTech President stated, "This product will be supplied to the Department of Homeland Security ("DHS") on an exclusive basis. This order is indicative of our ongoing commitment to and support of the many DHS agencies with which we work with the ultimate goal of assisting them to save money and better work within the constraints of severely reduced funding."

Ron Erickson, Visualant CEO said, "TransTech has a respected reputation for excellence in the security and authentication marketplace. The work that Jim Gingo and his team perform for our nation's government is first rate and helps provide the security that we demand for our country."

**About Visualant, Inc.**

Visualant, Inc. (OTCBB:VSUL and [www.visualant.net](http://www.visualant.net)) develops low-cost, high speed, light-based security and quality control solutions for use in homeland security, anti-counterfeiting, forgery/fraud prevention, brand protection and process control applications. Our patent-pending technology uses controlled illumination with specific bands of light, to establish a unique spectral signature for both individual and classes of items. When matched against existing databases, these spectral signatures allow

precise identification and authentication of any item or substance. This breakthrough optical sensing and data capture technology is called Spectral Pattern Matching (“SPM”). SPM technology can be miniaturized and is easily integrated into a variety of hand-held or fixed mount configurations, and can be combined in the same package as a bar-code or biometric scanner.

Through its wholly owned subsidiary, TransTech Systems, Inc., the Company provides security and authentication solutions to security and law enforcement markets throughout the United States.